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Inside Information

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NEW NE-COSDA OFFICERS ELECTED

Lou Van Dyck, Jr., was elected as the new president of the Northeast Communication Officers of State Departments of Agriculture last week when the group met in New York City in conjunction with the U.S. International Food Show.

Van Dyck is director of public affairs for the New York Department of Agriculture & Markets at Albany.

He succeeds Jane Phillips, executive assistant to the secretary for public information of the New Jersey Department of Agriculture at Trenton.

Other new officers elected were Mark Kooker, Delaware Department of Agriculture, for vice president, and Elizabeth Corell, New Hampshire Department of Agriculture, for secretary-treasurer.

KANSAS PUBLISHES LOW COST TABLOIDS

The Cooperative Extension Service at Kansas State University has published a new garden tabloid, "Use Your Head," third in a series which pack a lot of information into an attractive package at low cost.

Gary Vacin, extension editor at KSU, said that they printed 50,000 copies at a cost of 6.3 cents per copy. After only about 10 days, there were less than 300 remaining.

Distribution of the 12-page tabloid was handled mostly through county extension offices, with just a few held back for distribution directly by state extension horticulturists. Another 1,000 copies were distributed as part of a garden promotion by Radio Station KSAC.

Bill Sullins of the KSU information staff did the writing and editing, and Warren Pray and Kelly Cunningham handled the graphics.

Vacin said the garden tabloid is typical of the new look in graphic design folks will be seeing on publications coming from KSU's newly consolidated art shop (formerly Extension Service and Experiment Station each had own shop).

He has a few copies left for single distribution to other states interested in seeing the tabloid, as long as the supply lasts. Contact Vacin at Umberger Hall, Manhattan, KS 66506, or call (913) 532-5804.

WRITER/EDITOR POSITION OPEN IN PERU

An agricultural or extension editor to write and edit in the English language is sought by the International Potato Center in Lima, Peru, to support a global research and training network.

The position is in the training and communications department at the Center's headquarters. Salary and perquisites are at the international level and commensurate with training and experience.

Primary responsibilities are writing and editing of scientific, technical and administrative publications, including annual and planning conference reports, a monthly circular, technical information bulletins, manuals, slide set guides and flipcharts.

Candidates should have at least five years experience in journalism, agricultural journalism, mass communications, science writing or a related field.

Experience in publishing to include photography, design, composition, art and printing is highly desirable. Experience or training in agriculture is preferred and knowledge of Spanish would be helpful.

The candidate should be able to integrate into an international, interdisciplinary, scientific environment, and write and edit in a clear concise fashion.

Closing date for applications is May 31. Send letter of application, with curriculum vitae and three letters of reference to: Dr. Richard L. Sawyer, Director General, International Potato Center, Apartado 5969, Lima, Peru.

NEW "RESEARCH UPDATES" COMPLIMENTED

The new "Research Update" series, developed by the Information Division of USDA's Agricultural Research Service in cooperation with the USDA News Center, has already received its first plaudits.

"We found your recent 'Research Update' on current USDA research fascinating, and the research contacts provided to be potentially useful," said Aaron Roberts with Qabel Foundation, Inc., a nonprofit educational and research corporation headquartered in Santa Cruz, Calif.

The updates, developed by Bruce Schwartz of the ARS information staff and Clay Napier of the News Center, are designed to get writers and broadcasters to do their own stories with the leads provided in each update.

Hopefully this will get a bigger return on the information staffs' working time and other resources invested in keeping the public informed.

Other USDA agencies which have research responsibilities are invited to submit items to the News Center for inclusion in the monthly issuances.

Contact Clay Napier, Room 404-A, or call (202) 447-9523, or Bruce Schwartz, Room 3133-S, or call (202) 447-4194.

NFEA TO MEET IN WASHINGTON, D.C.

Newspaper Farm Editors of America have a full program scheduled for their April 25-27 meeting in Washington, D.C.

Secretary of Agriculture John R. Block will speak to the group at their banquet. Other USDA officials, including Assistant Secretary Bill Leshner, and Farm Credit Administration governor Donald Wilkinson, also will address the NFEA members and associates.

Former USDA Assistant Secretary for governmental and public affairs, Jim Webster, will conduct a professional improvement seminar for the group.

NAGC EDITORS' SEMINAR SCHEDULED MAY 4

Things editors want to know about the many faceted interests in publishing will be told by five leading professionals in the D.C. metropolitan area at a seminar for editors May 4.

The seminar will be hosted by the National Association of Government Communicators. It will be held between 6:30 and 9 p.m. in the Pepco Auditorium, 19th and Pennsylvania Avenue, N.W., in Washington, D.C.

Susan Jones, publications manager for Pepco, will discuss the planning and carrying out of a program for preparing and distributing a variety of publications needed by a targeted audience.

Lewis Schneider, editor for American Society for Industrial Security, will talk about writing and editing brochures and annual reports--from idea stage to creating and completing the communication products.

Karlyn Keene, managing editor of PUBLIC OPINION magazine, will tell about the joys and pains of publishing a periodical, and how best to meet the deadlines with information a specific audience needs.

Mimi Levine, photo editor for WASHINGTON magazine, will discuss experiences gained as both a photographer and picture editor in making a creative contribution to enhance a quality publication.

Don Hoffman, graphics leader for Colortone, will give advice on typography, make-up and printing--graphics help the editor needs to complete a professional job.

Fee for the seminar is \$5 for NAGC members and \$8 for nonmembers. To make reservations, call 524-5476 or 524-0303.

USDA YEARBOOK COMMITTEE NAMED

William Manley, acting administrator of USDA's Agricultural Marketing Service, will serve as chairman of the 1982 Yearbook of Agriculture committee.

Manley has been AMS deputy administrator for about six years. Previously he was division director and staff economist with USDA's Economic Research Service.

Sara Beck, AMS consumer specialist, will serve as subcommittee chairperson for the segment of the yearbook on smart food buying.

George Hoffman, ERS economist, will chair the subcommittee responsible for the segment of the book on changing economics of agriculture.

Charles Beer, Extension Service deputy administrator, will head the subcommittee on farm marketing.

Jack Hayes, with the USDA Office of Governmental and Public Affairs' Publishing Center, will again serve as editor of the yearbook.

PUBLIC PRINTER TO SPEAK

Dan Sawyer, U.S. Government Printing Office's new director and Public Printer, will address a meeting of the Federal Publishers Committee on May 12.

The Committee is a group of publications directors, public information specialists and printing distribution officers whose objective is to improve publication management in the federal government.

The group meets once a month and has featured speakers involved with critical issues with which senior communications professionals must deal on a day-to-day basis.

Ed Poe, with Publishing Center of USDA's Office of Governmental and Public Affairs, is vice-chairman of the Federal Publishers Committee.

NORTH DAKOTA GETS NEW INFORMATION CHIEF

Lori Kyser has been named to succeed Dina Butcher as information officer for the North Dakota Department of Agriculture.

Butcher assumed duties as deputy commissioner of the department earlier this year.

NATIONAL CONSUMERS WEEK PROCLAIMED

President Reagan has proclaimed the week of April 25 through May 1 as National Consumers Week to focus national attention on the impact of informed and educated consumers on the marketplace and on the economy.

The week is being publicized by the U.S. Office of Consumer Affairs as a time for consumers to learn about their rights and issues which affect their marketplace decisions.

Schools, state and local government agencies, businesses and news media are planning activities to inform and educate consumers, according to OCA.

POLLSTERS: WHAT THEY DO FOR MEDIA?

Pollsters are a fact of life in the United States, even if they sometimes miss the mark.

Representatives from three poll organizations will address the National Capital Chapter of the National Association of Government Communicators at a luncheon meeting Friday, April 23.

Kenneth John, Washington POST-ABC; Harrison Hickman, Hamilton Research; and Lori Forman, Decisionmaking Information, will tell how polls are put together, how they target on the audience, what they attempt to do, and the chance of actually doing what they set out to do.

Fee for NAGC members is \$9 and nonmembers \$10. For reservations, call 524-5476 or 524-0303.

NEW JERSEY SECRETARY PLANS RETIREMENT

Veteran New Jersey Secretary of Agriculture Phil Alampi has announced he will retire after 26 years on the job, after a successor is chosen.

Alampi, former state department of agriculture information officer and once a farm broadcaster, has long been a proponent and friend of agricultural communicators.

He was particularly instrumental in supporting organization of the Communication Officers of State Departments of Agriculture.

QUOTABLE QUOTE...

"I think our governments will remain virtuous for centuries as long as they are chiefly agricultural.....When they get piled up upon one another, in large cities as in Europe, they will become corrupt as in Europe." -- Thomas Jefferson.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land-Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 402-A, U.S. Department of Agriculture, Washington, DC, 20250, to AGRO02 on the Dialcom INTERCOMM system, or call (202) 447-7454.